

**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: December 22, 2000

Examiner: TBA

For: METHOD AND APPARATUS FOR  
ACCESSING ELECTRONIC DATA  
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-030

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**PRELIMINARY AMENDMENT**

Prior to substantive review of the subject application,  
please amend as follows:

**IN THE CLAIMS**

Please cancel claims 1-167. Please add the following new  
claims:

168. A system for displaying programming to a user, the system  
comprising:

a printed matter having at least one machine

recognizable feature;

a feature recognition unit having associated therewith

a means for recognizing said feature and a

transmitter for transmitting a coded signal in

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response to the recognition of said feature;  
an intelligent controller having associated therewith a  
receiver for receiving said coded signal and a  
means for accessing programming material; and  
a display unit for presenting said programming  
material;

wherein said recognition unit, in response to the  
recognition of said feature, causes said intelligent controller  
to access said programming material and said display unit to  
execute or display said programming material.

169. A system as defined in claim 168 wherein said printed matter  
comprises a newspaper.

170. A system as defined in claim 169 wherein said newspaper has  
associated therewith said at least one machine recognizable  
feature.

171. A system as defined in claim 170 wherein said at least one  
machine recognizable feature has associated therewith a data link

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which is recognized by said recognition unit.

172. A system as defined in claim 171 wherein said data link comprises an image data link.

173. A system as defined in claim 171 wherein said data link comprises a video data link.

174. A system as defined in claim 171 wherein said data link comprises a programming data link.

175. A system as defined in claim 174 wherein said programming data link comprises a commercial programming link.

176. A system as defined in claim 174 wherein said programming data link comprises an informational programming link.

177. A system as defined in claim 174 wherein said programming data link comprises an educational programming link.

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178. A system as defined in claim 174 wherein said programming data link comprises an entertainment programming link.

179. A system as defined in claim 171 wherein said data link comprises a sound data link.

180. A system as defined in claim 171 wherein said data link comprises an on-line data link.

181. A system as defined in claim 171 wherein said data link comprises a on-line shopping data link.

182. A system as defined in claim 171 wherein said data link comprises a pictorial data link.

183. A system as defined in claim 171 wherein said data link comprises an electronic data link.

184. A system as defined in claim 171 wherein said data link comprises an electronic media link.

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185. A system as defined in claim 171 wherein said data link comprises an "information superhighway" data link.

186. A system as defined in claim 185 wherein said "information superhighway" data link comprises the internet.

187. A system as defined in claim 185 wherein said "information superhighway" data link comprises the world wide web.

188. A system as defined in claim 185 wherein said "information superhighway" data link comprises a computer network.

189. A system as defined in claim 185 wherein said "information superhighway" data link comprises an ISDN network.

190. A system as defined in claim 185 wherein said "information superhighway" data link comprises a telephone line.

191. A system as defined in claim 185 wherein said "information superhighway" data link comprises a CATV line.

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192. A system as defined in claim 185 wherein said "information superhighway" data link comprises a local area network.

193. A system as defined in claim 185 wherein said "information superhighway" data link comprises a wide area network.

194. A system as defined in claim 185 wherein said "information superhighway" data link comprises a data communications network.

195. A system as defined in claim 185 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

196. A system as defined in claim 185 wherein said "information superhighway" data link comprises a globally based digital communications network.

197. A system as defined in claim 185 wherein said "information superhighway" data link comprises a wireless network link.

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198. A system as defined in claim 185 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

199. A system as defined in claim 185 wherein said "information superhighway" data link comprises an ethernet network.

200. A system as defined in claim 185 wherein said "information superhighway" data link comprises a RF cellular network.

201. A system as defined in claim 185 wherein said "information superhighway" data link comprises high band-width digital data.

202. A system as defined in claim 185 wherein said "information superhighway" data link comprises full motion video.

203. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a bar code.

204. A system as defined in claim 203 wherein said bar code

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comprises a Universal Product Code.

205. A system as defined in claim 203 wherein said at least one machine recognizable feature comprises an invisible bar code.

206. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a magnetic code.

207. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a printed character.

208. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a symbol.

209. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a pictorial icon.

210. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible indicia.

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211. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

212. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an icon.

213. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible icon.

214. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a watermark.

215. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible watermark.

216. A system as defined in claim 215 wherein said invisible watermark comprises a digital watermark.

217. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a series of alphanumeric

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numbers.

218. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a binary code.

219. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a digital watermark.

220. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a magnetic strip.

221. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a code.

222. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an on-line shopping product code.

223. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a home shopping product

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code.

224. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an on-line shopping service code.

225. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a home shopping service code.

226. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an analog pattern.

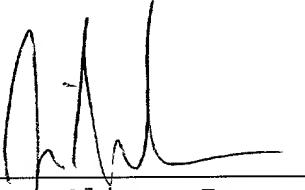
227. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

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**REMARKS**

Applicant respectfully submits that claims 168-227 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,



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